

May 5, 2017

To whom it may concern:

As the Program Manager for IT implementations at the USPS, I have worked with Assurety Consulting for over thirteen years on multiple projects and contracts. Assurety has helped multiple programs including Intelligent Mail Program from conception to implementation. Assurety was the first company hired by the USPS to develop "The USPS Inbox" in 2011 with BB campaign management and Apple and Android based digital marketing and tracking application concept which has now morphed into the Informed Delivery program. Assurety has developed strategy, design and implementation of multiple very large transactional, operational as well as historic reporting databases, such as ODS (operational data Stores) Data warehouses and DataMart's and provided technical architecture, logical architecture, cost of hardware and software budgeting and software development services on multiple projects.

Assurety has helped choose hardware and software stacks for the projects, developed network architecture with data security in mind and developed enterprise level database processing newly added hundreds of billions of rows on a daily basis and multi terra byte systems. Their ability to develop data mining strategies has helped USPS in multiple areas with decision support and new insights into the operations, and household and CRM approaches.

Since 2003 Assurety Consulting Inc. has been providing technical direction, strategy, and leadership for the B2B Mail.dat® and Mail.XML™ data specifications which are used by the US Postal Service and Industry partners. The specifications provide the platform to enable the digital supply chain workflows for all mail and parcels. These specifications drive majority of the downstream data warehouses and DataMart's and enterprise data warehouse applications and Assurety has helped develop those interfaces and databases over the years. These data specifications are the back bone of the USPS Intelligent mail program and Assurety has been managing definition design and development of the specification's and Quality Assurance of the Shipping Services file for parcels for many years as well.

Some of the Key projects with which Assurety has helped with technical strategy, technical design, and database design and development include but are not limited to:

USPS Marketing Database – Its move from Teradata to Oracle required extensive business a technical expertise and designing of the future marketing database was led and implemented by Assurety.

Assurety provided data mining, analytics and reporting services.

NMATS/PC postage – Assurety has helped design and develop multiple downstream systems utilizing PC Postage manifest and scanning data to automate payments, non-compliance invoicing and several other functions.

House Hold Database – Assurety designed, developed and provided professional services o manage a Household database. The database had over 31 data interfaces and was receiving billions of rows on a weekly basis. The database had both transactional, operational reporting and historical reporting aspects and can be easily considered VLDB (Very Large Database). The goal of the project is to minimize failed delivery costs and develop new revenue streams driven by marketing initiatives and predictive analytics.

Sincerely,

Roy Gordon

Manager, Marketing Portfolio